APRIL 21, 1958
FILE COPY

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR · A WEEKLY PUBLICATION

january

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january – 1959

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february – 1959

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march – 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING SUNDAY, APRIL 20, 1958

Sunday April 20 1:00 P.M. **Brunch**	SUMMER FASHIONS AT LUNCHEON SHOW	HIGHLIGHT FASHIONS, INC. (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	"Pink Champagne and Roses"--fashions designed by Pat Sandler, available at Bergdorf Goodman. Wigs by Carita of Henri Bendel. Reservations: $3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Dir: Peggy Cantor, CH. 4-3789.		
Monday April 21 4:30 P.M. Cocktails	PRESS PREVIEW: BRIDAL AND BRIDESMAIDS' GOWNS	"BRIDE TO BE" FASHIONS	1385 BROADWAY SHOWROOM - 16TH FLOOR
	Preview for the press of bridal and bridesmaids' gowns for Fall. Designed by Margaret Vaccaro. By invitation. Buyers, beginning Monday, April 28. Contact: Mr. Goldstein, BR. 9-9115.		
Monday April 21 8:00 P.M.	"MODES AND MORES OF THE ORIENT"--FASHION SHOW	PAN PACIFIC & S.E. ASIA WOMEN'S ASS'N.	HOTEL PLAZA GRAND BALLROOM
	Benefit showing of fabrics, clothing and accessories adapted from Asian countries into a wardrobe for an American woman. Tickets: $3.00. Contact: Mrs. Robert S. Byfield, LY. 6-1041. Publ: Madeleine Tuohy, CI. 5-0345.		
Beginning Monday April 21	PREVIEW: KNITWEAR COLLECTION	IRWILL KNITWEAR CORP.	1372 BROADWAY SHOWROOM - 10TH FLOOR
	Fall collection of sweaters, bulky knits, knit dresses, coats and separates. Contact: LA. 4-6657. Publicity: Margaret Hodge, PL. 5-7630.		
Tuesday April 22 12:00 Noon Luncheon	PRESS PREVIEW: CHILDREN'S WEAR FASHION SHOW	DU PONT COMPANY	SAVOY-PLAZA HOTEL GOLD ROOM
	Children's fashions in Du Pont fibers for boys and girls, from tots to teens, will be shown to the press during luncheon. By invitation only. Trade, 5:00 to 7:30 P.M. Contact: Press--Dorothy Gromann, LO. 3-6400, Ext. 404; Trade--Genevieve Cowan, LO. 3-6400, Ext. 432.		
Tuesday April 22 8:30 P.M. Buffet	PRESS PARTY FOR FOOD FESTIVAL	FESTIVAL OF FOODS	21 CLUB 21 WEST 52ND STREET
	Mistress of Ceremonies: Elsa Maxwell. By invitation. The Festival of Foods, at N.Y. Coliseum, April 23-27, will feature world foods. Kitchen demonstrations and exhibits by famous restaurants. Tickets: 99¢. Publicity: Bob Allen, 373 Fifth Ave., MU. 4-4031.		
Thursday April 24 9:30 A.M. Breakfast	PREVIEW: SUMMER FASHIONS BY GRETA PLATTRY	BEST & CO.	13TH FLOOR RECREATION ROOM
	Best's will present Greta Plattry's Summer fashions to the press. By invitation. Publicity: Barbara Birkelund, PL. 9-2000.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 24 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS	SUZY PERETTE (134 W. 37TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Showing of Suzy Perette's Summer fashions, available at Russeks. Press by invitation. (Note Change of Date.) Public by reservation; contact: "Banquet" Dept., PL. 9-3000, Ext. 176. Suzy Perette Publicity: Eleanor Lambert, MU. 8-2130; or contact Christy Clark, WI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday April 25 9:30 A.M.	PRESS PREVIEW: JUNIOR SUMMER FASHIONS	OHRBACH'S	2ND FLOOR CAMPUS JUNIOR SHOP
	Preview of early Summer collection of junior dresses and sportswear from the "Campus Junior Shop." By invitation. Publ.: Mark Klauser, OX. 5-4000.		
Saturday April 26 2:00 P.M.-4:30 P.M.	JUNIOR AND TEEN FASHION SHOW	RUSSEKS FIFTH AVENUE	9TH FLOOR
	Daytime, date and sportswear fashions, selected and modeled by Russeks' Fashion Council, girls from metropolitan high schools; also beauty salon demonstration. By invitation. Publ.: Pauline Greene or Jean Hoffman, WI. 7-1900, Ext. 187.		
Saturday April 26 9:00 P.M.	BALL TO PREVIEW BRIDGE EXHIBITION	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
	A preview Ball ($15.00 per couple) to open the Brooklyn Bridge Exhibition celebrating the Bridge's 75th anniversary. An exhibition of paintings, drawings, prints and photographs covering the 75 years will be on view in the main lobby from April 28 to July 27. Publ.: Betty Chamberlain, NE. 8-5000.		
April 27	DAYLIGHT SAVING TIME BEGINS--Sunday. (Move clocks ahead one hour.)		
April 27-May 3	NATIONAL BABY WEEK.		
	Contact: Earnshaw Publications, 101 West 31st Street, LO. 5-2742.		
Monday April 28 10:00 A.M. Coffee	PRESS CONFERENCE: INTRODUCING NEW UNIFORM	MENTAL HEALTH ASS'N; AND LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
	Lilly Dache and the Board Members of the National Mental Health Ass'n will have a press conference to launch Mental Health Week. Celebrities will model the new uniform, designed by Lilly Dache for NMHA volunteers. By invitation. Publicity: NMHA--Annette Van Howe, PL. 7-7800; Dache--Eleanor Lambert, MU. 8-2130.		
Beginning Monday April 28	FALL OPENINGS IN CALIFORNIA	LOS ANGELES FASHION GUILD	INDIVIDUAL SHOWROOMS
	Contact: Fashion Guild, 722 South Los Angeles Street, Los Angeles, Calif.		
Tuesday April 29 9:00 A.M.	FALL PREVIEW: COATS BY JOHN WEITZ	BART SCHWARTZ INT'L TEXTILES (1407 BWAY)	SHERATON EAST (TRIANON) (FORMERLY AMBASSADOR)
	Showing of John Weitz Fall Collection for Printz-Biederman, an exclusive collection made of "bartalana" Italian wools. By invitation. Publicity: Bart Schwartz--Peggy Cantor, CH. 4-3789; John Weitz, LO. 3-4920.		
Tuesday April 29 9:45 A.M. Breakfast	PREVIEW: CHEMISE-TRAPEZE MATERNITIES	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
	Preview for the press of Lane Bryant's chemise-trapeze maternity fashions. (Note Change of Date.) By invitation. Public showing for husbands, Sat., May 3, at 1:30 P.M., 4th floor. Publ.: Paula Miller, LE. 2-0200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 29 11:00 A.M.	PREVIEW: "MISS BERGDORF" SUMMER FASHIONS	BERGDORF GOODMAN	5TH FLOOR
	Preview for the press of Galey & Lord cottons in "Miss Bergdorf" Summer fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Wednesday April 30 8:30 A.M. Breakfast	BOYS' WEAR BREAKFAST MEETING	BOYS' APPAREL BUYERS' ASSOC.	HOTEL NEW YORKER TERRACE ROOM
	Co-sponsored by BAMA and BABA, with leading boys' wear manufacturers showing from April 27 to May 1. By invitation. Contact: PE. 6-6244.		
Wednesday April 30 9:00 A.M. Breakfast	PRESS PREVIEW: FALL KNITWEAR COLLECTION	GUTTMAN KNITWEAR; BARCA KNIT CORP.	HOTEL PIERRE COTILLION ROOM
	Fall collection of knitted dresses and costumes, designed by Rita Jacobs for Guttman Knitwear; also a group of bulky sweaters from Barca Knit. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Wednesday April 30 12:00 Noon Cocktails Luncheon	PRESS PREVIEW: FASHIONS IN MAN-MADE FURS	COLLINS & AIKMAN (210 MADISON AVENUE)	21 CLUB (21 W. 52 ST.) HUNT ROOM
	Coats, suits and sportswear in man-made fur--Wink and Kissing Cousin--with designs by Bonnie Cashin, Jeanne Campbell, Mr. Gee, Hayette, Kasper, Main Street, Vera Maxwell, John Weitz. Commentator: Wendy Barrie. By invitation. Buyers showing at 4:00 P.M. Publicity: Barbara Stafford at Alfred Auerbach Associates, 4 East 53rd St., PL. 9-2310.		
Wednesday April 30 3:00 P.M.	PRESS PREVIEW: MATERNITY FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	FOURTH FLOOR RESTAURANT
	The fashion press is invited to a maternity fashion show and tea. By invitation. Publicity: Eileen Goldburg, TR. 5-0195.		
Wednesday April 30 4:30 P.M. Cocktails	PRESS PREVIEW OF EMPRESS CHINCHILLA FURS	EMPRESS CHINCHILLA	SHERATON-EAST (BLRM.) (FORMERLY AMBASSADOR)
	Showing of a fur for 12 months of the year--special creations by Stone & Stone. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Thursday May 1 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT PALM TERRACE SUITE
	Subject: "The Teenager-Cosmic and Cosmetic"--first in a series of forums. Speakers: Dr. Tibor Koeves, Vice-President, Institute of Motivational Research; Donald B. Armstrong, Jr., Corporate Vice-Pres., McCann Erickson. Tickets: $6.50, members; $7.50, guests (one per member). Tickets limited to first 500. Contact: CI. 7-3940.		
Thursday May 1 1:00 P.M.- 4:00 P.M.	SUMMER FASHIONS BY ANNE FOGARTY	SAKS FIFTH AVENUE	7TH FLOOR YOUNG ELITE SHOP
	Informal showing of Anne Fogarty's misses Summer fashions, size 6 to 14. Also, Friday, May 2, same time. Publ.: Grace de Mun, PL.3-4000, Ext. 7064.		
Sunday May 4- May 8	FALL AND WINTER SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
	The 20th semi-annual showing of popular price shoes for men, women and children. Co-managers: Edward Atkins and Maxwell Field. Contact: MU.2-8705.		
Cancelled May 6	LANE BRYANT'S PREVIEW OF CHEMISE-TRAPEZE MATERNITIES ORIGINALLY SCHEDULED FOR TUESDAY, MAY 6, HAS BEEN CHANGED TO TUESDAY, APRIL 29. (See Page 2)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 6- May 8 10:30 A.M.	OPENING OF FALL BRIDAL COLLECTION Miss Eulalie designs her first collection of bridals, bridesmaids and mother of the bride fashions. By invitation. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 7 12:00 Noon Luncheon	TWENTY-FIRST ANNUAL AWARD LUNCHEON Lord & Taylor presents their Twenty-First Annual Award Luncheon, with Miss Dorothy Shaver presiding. Price: $7.00. (Note Change of Date.) Contact: Mrs. Elizabeth Christenson, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 7- May 17	SECOND ANNUAL WORLD TRADE FAIR More than 3,000 exhibits displaying new products and raw materials from over 60 countries, showing the newest women's fashion imports in furs, shoes, textiles, accessories, leather, fabrics, sportswear from all over the world. Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 to 10:00 P.M. Prices: Adults--$1.50, Children--75¢. Contact: David Jacobson, United Public Relations, 120 East 56th St., PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday May 11	MOTHER'S DAY. Theme: "To Mom With Love." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		
Tuesday May 13 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COATS AND SUITS Huntleigh collection of suits, also introducing designer coats and suits by Charles Kleibacker. By invitation. Publ.: Gladys Steiner, PL. 1-6630.	HUNTLEIGH CLOTHES, INC. (1407 BROADWAY)	SHERATON-EAST (FORMERLY AMBASSADOR)
Wednesday May 14 12:00 Noon Luncheon	FALL COLLECTION OF CASHMERES Nannette will present their Fall collection of cashmere coordinates, coat ensembles for daytime and after-five, also decorated cashmeres. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	NANNETTE CASHMERES	1410 BROADWAY SHOWROOM - 18TH FLOOR
Postponed May 14	THE FONTANA OF ROME FALL PRESS PREVIEW, SCHEDULED FOR MAY 14, HAS BEEN POSTPONED TO MAY 27 AT 3:00 P.M. (See Page 5.)		
Thursday May 15 12:00 Noon Luncheon	"YOUNG AMERICA" LUNCHEON SHOW "Young America--From Crib to College". Guest Commentator: Kay Thompson. Chairmen: Program--Jane Trahey; Children--Marian Harris and Jane Stark. Ready-to-Wear--Margaret de Mille and Edith Raymond. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday May 15 4:00 P.M.	FALL OPENING: SUITS AND RAINCOATS David Crystal will introduce his first raincoat collection. For press and resident buyers. By admission card only. Publ.: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 19 4:00 P.M.	ANNUAL COTTON FASHION AWARD The Sixth Annual Cotton Fashion Award will be presented by Mayor Wagner to James Galanos. Showing of fashions by leading designers. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 19- May 24	28TH ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
	Contact: Richard Alexander or Margot Herzog, BR. 9-4920.		
Tuesday May 20 9:00 A.M. Breakfast	FALL COLLECTION OF LEATHER FASHIONS	SAMUEL ROBERT, INC. (1407 BROADWAY)	SHERATON EAST (BLRM.) (FORMERLY AMBASSADOR)
	Preview of Samuel Robert's Fall fashions in leather. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Tuesday May 20 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER
	Theme: "Phone-Set Fashions"--a complete promotional plan and market round-up. Admission by ticket only for trade, press and merchandisers. Publicity: Pat di Sernia, PL. 1-6900.		
Tuesday May 27 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Preview for press and buying offices. By invitation. Thereafter at 10:30 A.M., June 3, 4, 10, 11, and 17. By appointment. Contact: Sally McDonald, LO. 4-3246.		
Tuesday May 27 3:00 P.M.	PRESS PREVIEW OF FONTANA FASHIONS	FONTANA OF ROME	HOTEL PLAZA PRIVATE SUITE
	Press preview of the Fontana Fall and Winter collection of boutique and custom exports. Micol Fontana will be present. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Wednesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press and resident buyers. By invitation. Trade showings beginning June 3 at 11:00 A.M., Tues., Wed., Thurs. Contact: Herbert Gallant, LA. 4-7285.		
Wednesday May 28 4:00 P.M.	PREVIEW OF FALL JUNIOR DRESSES	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buyers, by invitation. Publ: Terry Mayer, BR.9-6560.		
Thursday May 29 10:30 A.M.; 11:30 A.M.	PREVIEW: FALL DRESS COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin's Fall collection at 10:30 A.M.; Andrew Arkin's at 11:30, followed by noon luncheon. By invitation. Trade showings beginning Monday, June 2, at the same hours. Contact: Lois Lapper, WI. 7-5324.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly The Sportswear Guild)

MONDAY, JUNE 2		
Davidow, Inc.	By appointment. . . .	550 7th (21 Fl) PE. 6-6909
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl) LA. 4-9724
TUESDAY, JUNE 3		
Lloyd Weill	10:30 A.M.	498 7th (22 Fl) LO. 5-3041
WEDNESDAY, JUNE 4		
David M.Goodstein, Inc. . .	10:30 A.M.	550 7th (24 Fl) LA. 4-2577
Zoltan-Rosenberg Co. (Vera Stewart Originals). .	2:30 P.M., by appointment. . . .	550 7th (22 Fl) LA. 4-6691

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 2 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	By invitation. Trade Tuesdays, Wednesdays, Thursdays, at 10:30 A.M. Contact: Larry Carmel, LA. 4-3310.		
Monday June 2 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Attendance by invitation only. Trade showings beginning Tuesday, June 3 at 1:00 P.M. Contact: LO. 3-0988. Publ: Vera Bacal-Fredy Schey, PL.3-8421.		
Monday June 2 4:00 P.M.- 7:00 P.M. Cocktails	"YOUNG VIEWPOINT" FALL COLLECTION	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
	"Where's My Lines!"--showing of "Young Viewpoint" fashions at annual Fall fashion show. For press and buyers. By invitation. Contact: Arleen Fischer, CH. 4-4131.		
Beginning Monday June 2	OPENING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Contact: Alan R. Baron, PE. 6-8868.		
Tuesday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP ROOM
	Dan Keller will present his Fall collection of casual dresses and ensembles designed by Liz Claiborne. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Tuesday June 3 9:00 A.M. Coffee	PRESS PREVIEW: FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By invitation. Trade showings beginning Wednesday, June 4 at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 3 1:00 P.M.	OPENING OF FALL JUNIOR DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Fall dress collection, designed by Lee Evans, will be presented June 3, 4, and 5 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.		
Tuesday June 3 2:00 P.M.	OPENING: FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of the Originala Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.		
Tuesday June 3 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showing of Harmay's Fall collection of dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.		
Tuesday June 3 4:30 P.M. Cocktails	22ND ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL ASTOR GRAND BALLROOM
	"Into The Campus-Sphere"--back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Maida Basner, PL. 9-2080.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(The Member Firms of the Fashion Originators' Guild Will Introduce Their Fall Collections in a Two-Day Opening Period - June 3 and June 4)

Beginning Tuesday June 3	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	WM. FOX-VISIONI CORP.	498 7th Ave. (18 Fl.)	CH. 4-2659
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.)	WI. 7-4076
	DAVID E. GOTTLIEB, INC.	530 7th Ave. (4 Fl.)	LO. 5-2727
	GRABOIS.	498 7th Ave. (5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave. (16 Fl.)	BR. 9-8394
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	MYRON HERBERT, INC.	530 7th Ave. (20 Fl.)	LO. 4-6830
	JOBERE, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617

Contact: Leonard W. Gendler, Exec. Secy, FOGA, 1440 B'way, CH. 4-6945.

Wednesday June 4 10:30 A.M.	OPENING: FALL COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

Arthur Jablow will present his Fall collection of suits, coats, costumes. By reservation. Showings thereafter Tuesdays, Wednesdays, Thursdays 10:30. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.

Wednesday June 4 3:30 P.M.	FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA BALLROOM

"Look of Knowledge." By invitation. Contact: Kay Corinth, PL. 9-8100.

Thursday June 5 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS IN WOOL	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER BALLROOM

Special showing for press, resident buyers and N.Y. store executives. By invitation. Contact: Julie Buddy, LO. 3-5200. Showings for out-of-town buyers, daily except Mondays, beginning June 3, breakfast at 7:30 A.M., show at 8:00 A.M. Admission by ticket only. Contact: LO. 3-5200, Ext.322.

Friday June 6 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

By invitation and reservation. Trade showings June 10, 12 and 17 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.

Monday June 9 2:30 P.M. Cocktails	PRESS PREVIEW: SCHIAPARELLI FALL FURS	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM

Mme. Elsa Schiaparelli will preview her Fall fur collection to the press. By invitation. Publ: Alfred Davidson Assoc., PL. 5-0868.